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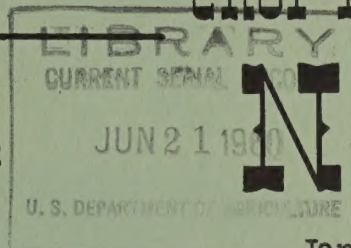
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CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1960 Edition No. 1



NEWS

January 28, 1960

SALES - The 1960 campaign is now history and the results as reflected on the attached report are nearly final. There will be some minor changes as all records are checked over and corrections made but the over-all figures won't change much.

Well, we lost business for 1960 as you can see and we still have to terminate the contracts of insureds who don't pay their 1959 premiums by March 31. How much more business we lose will depend on how much effort is put into collecting the past due premiums. Your new business campaign is over so why not try to keep as much of the old business on the books as we can. Let's concentrate on collecting 1959 premiums during February and March.

Supervisor Olson's area is the only one showing a substantial increase in business for 1960. The fieldmen and agents that made this possible have our congratulations.

Supervisor Markel's area is just over the top now and we hope that it can stay there after the debt terminations are made. Fieldmen and agents worked very hard in this area to make the showing they did.

We know that all fieldmen and most agents worked hard in all areas. We know that thousands of letters, cards, pamphlets, etc. were mailed out and that newspaper, T.V. and radio advertising

was utilized. Perhaps if a few more personal contacts had been made every area would have shown an increase. Actually if only 24 more crops had been covered in each county the State would have shown a small increase.

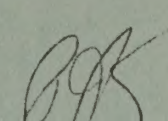
SALES REPORTS - If you have not prepared the report which covers the campaign in your county, please do so.

RECONCILIATION OF ACCOUNTS - This job should be well underway in all counties and should be completed as soon as possible. We must send out letters by March 1 to the indebted insureds. Be sure your exceptions to any account are clear and explain exactly what may have happened.

NEW AGENTS - Eugene Loftsgard of Park River has taken over the Walsh County Agency from J. C. Machart. Mr. Machart decided to retire. R. C. Crockett has taken over the Cavalier County Agency from his father, N. J. Crockett. Nat is still active, however, in helping operate the business.

EL PASO MEETING - State Directors and District Supervisors for the Northwest and Southwest areas met in El Paso, Texas on January 19, 20 and 21 with Washington office personnel to discuss the 1961 program and to lay plans for presenting it to all insureds and potential insureds. However, before you are able to do this as it should be done, it will be necessary for us to hold meetings to give you the information.

On February 11 and 12 we are having the District Supervisors in for a regular meeting. At that time we will decide how many meetings we will hold and when and where to hold them.



STATUS OF SALES CAMPAIGN (As of January 25, 1960)

| COUNTY | Cancelled For 1960 Rec'd S. O. | 1960 Crops Covered Rec'd S.O. | Gain or Loss |
|-----------------------------|--------------------------------------|-------------------------------------|--------------------|
| <u>(Erickson's Area)</u> | | | |
| Barnes | 132 | 47 | -85 |
| Cass | 228 | 90 | -138 |
| Dickey | 199 | 128 | -71 |
| Griggs | 161 | 5 | -156 |
| LaMoure | 212 | 384 | +172 |
| Ransom | 92 | 164 | +72 |
| Richland | 52 | 131 | +79 |
| Sargent | 240 | 314 | +74 |
| Steele | 69 | 137 | +68 |
| Stutsman | 346 | 146 | -200 |
| Traill | 171 | 33 | -138 |
| TOTALS | 1,902 | 1,579 | -323 |
| <u>(Thexton's Area)</u> | | | |
| Benson | 114 | 48 | -66 |
| Cavalier | 162 | 18 | -144 |
| Eddy | 20 | 17 | -3 |
| Foster | 36 | 33 | -3 |
| Grand Forks | 215 | 147 | -68 |
| Nelson | 102 | 28 | -74 |
| Pembina | 94 | 19 | -75 |
| Ramsey | 133 | 114 | -19 |
| Towner | 109 | 9 | -100 |
| Walsh | 268 | 33 | -235 |
| TOTALS | 1,253 | 466 | -787 |
| <u>(Schonberger's Area)</u> | | | |
| Bottineau | 117 | 15 | -102 |
| Burke | 16 | 2 | -14 |
| Divide | 77 | 5 | -72 |
| McHenry | 50 | 108 | +58 |
| McLean | 43 | 36 | -7 |
| Mountrail | 56 | 21 | -35 |
| Pierce | 126 | 28 | -98 |
| Renville | 44 | 3 | -41 |
| Rolette | 47 | 33 | -14 |
| Ward | 86 | 99 | +13 |
| Williams | 66 | 63 | -3 |
| TOTALS | 728 | 413 | -315 |

STATUS OF SALES CAMPAIGN (As Of January 25, 1960)

| COUNTY | Cancelled For 1960 Rec'd S.O. | 1960 Crops Covered Rec'd S.O. | Gain or Loss |
|-----------------|-------------------------------------|-------------------------------------|--------------------|
| (Olson's Area) | | | |
| Burleigh | 34 | 41 | +7 |
| Emmons | 12 | 43 | +31 |
| Kidder | 28 | 22 | -6 |
| Logan | 46 | 48 | +2 |
| McIntosh | 48 | 67 | +19 |
| Mercer | 19 | 14 | -5 |
| Morton | 33 | 135 | +102 |
| Oliver | 12 | 38 | +26 |
| Sheridan | 44 | 16 | -28 |
| Sioux | 13 | 10 | -3 |
| Wells | 36 | 153 | +117 |
| TOTALS | 325 | 587 | +262 |
| (Markel's Area) | | | |
| Adams | 19 | 12 | -7 |
| Bowman | 26 | 33 | +7 |
| Dunn | 16 | 17 | +1 |
| Golden Valley | 23 | 15 | -8 |
| Grant | 19 | 63 | +44 |
| Hettinger | 21 | 12 | -9 |
| McKenzie | 9 | 15 | +6 |
| Slope | 23 | 7 | -16 |
| Stark | 60 | 46 | -14 |
| TOTALS | 216 | 220 | +4 |
| (Supervisors) | | | |
| Erickson | 1,902 | 1,579 | -323 |
| Thextou | 1,253 | 466 | -787 |
| Olson | 325 | 587 | +262 |
| Markel | 216 | 220 | +4 |
| Schonberger | 728 | 413 | -315 |
| TOTALS | 4,424 | 3,265 | -1,159 |

